GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:1923
ANSWERED ON:11.12.2008
COMPARATIVE STUDY ON DOMESTIC PASSENGER TRAFFIC
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Will the Minister of CIVIL AVIATION be pleased to state:

(a) the comparative study on domestic passenger traffic reported during the last three years of Air India and the private sector airlines; and

(b) the steps taken by the public sector airlines to compete with the private sector airlines?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF CIVIL AVIATION(SHRI PRAFUL PATEL)

(a):- The details of domestic passengers carried by Air India and private scheduled airlines from 2005 to 2008 (till Oct) are as follows:

Year	Passengers Carried (lakhs)		Market Share(%)	
	Air India	Private Airlines	Air India	Private Airlines
2005	67.85	155.22	30.4	69.6
2006	69.03	257.65	21.1	78.9
2007	81.26	351.63	18.8	81.2
2008 (till Oct.)	55.39	291.42	16.0	84.0

(b):- The following measures have been taken by National Aviation Company of India Limited (NACIL),to improve performance and compete with private sector airlines:

(i) Induction of new fleet of 111 State-of-the-art aircraft with better facilities and amenities vis-a-vis seats,latest in flight entertainment systems etc. 42 aircraft have been received so far.

(ii) Refurbishment of existing aircraft.

(iii) Introduction of Hub & Spoke flights from interior points in India to international traffic points viz. Mumbai and Delhi.

(iv) Facilities such as Through Check-in, Advance Check-in,E Check-in,I Check-in,Self City Check-in etc.

(v) Star Alliance Membership-This will involve augmenting systems and process to meet the Star Alliance benchmarks,resulting in upgrading of facilities and services to custom

(vi) Introduction of a number of enhancements to the Frequent Flyer Programme for convenience and greater value to AI passengers.

(vii) Customer friendly schedules to provide multiple frequency on high density sectors,two class aircraft on most of the sectors,etc.

(viii) Rationalization of General Sales Agents(GSAs) of National Aviation Company of India Limited(NACIL).

(ix) Entering into Multi-lateral Interlining Transport Agreement(MITA)with other Airlines to have better presence in global market and easy flow of interlining.

(x) Promotional offers and schemes comprising of pricing initiatives,short term and long term schemes and loyalty programs.

(xi) Integrated Passengers Service System to enhance handling reservation,ticketing,inventory and departure control of both the Airlines(erstwhile Air India and erstwhile Indian Airlines) through a single window.

(xii) Intergrated Call Centre is being introduced.

(xiii) Introduction of non-stop flights on the India-USA route.